

**SMPS Marketer
Editorial Calendar 2005**

2006 SMPS <i>Marketer</i> Editorial Calendar						
Topic	February-06	April-06	June-06	August-06	October-06	December-06
Theme	Mentoring	Sustainability	Branding	Conference	Technology	Clients
On Point Cover story interviews with clients, industry leaders, AEC firm leaders						
Theme Articles						
Career						
	"Best Practices" (strategy, research)					
	CMO Forum					
	Leadership/Management					
	Branding / Positioning					
	Book Excerpts					
Columns						
	Market Watch					
	Next Edge					
	Compelling Communications					
	Marketing Communications Awards / Case Studies					
	Marketing Achievement Award Recipient Profile					
	Bookshelf / Reviews					
Deadlines						
Editorial due	20-Dec-05	20-Feb-06	20-Apr-06	20-Jun-06	20-Aug-06	20-Oct-06
Ad Space Reservation	15-Dec-05	15-Feb-06	15-Apr-06	15-Jun-06	15-Aug-06	15-Nov-06
Ad Materials (Artwork) Due	1-Jan-06	1-Mar-06	1-May-06	1-Jul-06	1-Sep-06	1-Nov-06
Mail Date	1-Feb-06	1-Apr-06	1-Jun-06	1-Aug-06	1-Oct-06	1-Dec-06